PRESS RELEASE

02 May 2006
Embassy of Japan
Visit Japan Campaign Headquarters

Visit of Mr. Kazuo KITAGAWA, Minister of Land, Infrastructure and Transport, Japan and

Commemorative Events for Tourism Exchanges between Singapore and Japan

Mr. Kazuo KITAGAWA, the Japanese Minister of Land, Infrastructure and Transport, will visit Singapore from MAY 3 to 4, in order to promote a tourism exchange between Singapore and Japan.

The Government of Japan started the “Visit Japan Campaign” in Singapore in 2005 to attract more Singaporean to visit Japan. With this memorable year of the 40th anniversary of the establishment of diplomatic relations between Singapore and Japan, we hope to further enhance the mutual exchanges between the two countries naming this year as “Japan-Singapore Tourism Exchange Year”. For this purpose, many promotional projects have been organized and planned with the cooperation of Singapore and Japan. The establishment of the JNTO Office in Singapore is one of these activities.

Minister KITAGAWA will meet Dr. Vivian Balakrishnan, Second Minister for Trade and Industry and attend several events to promote and commemorate tourism exchanges between the two countries. He will make a courtesy call on H.E. S.R. NATHAN, the President of the Republic of Singapore and meet Mr. MAH Bow Tan, Minister for National Development and Mr. YEO Cheow Tong, Minister for Transport.

To mark the occasion, the Visit Japan Campaign Headquarters is scheduled to hold commemorative events over four days, between May 4 and 7.

Below are the details of the events and arrangement for coverage. If you would like to cover an event or arrange an interview about “Events set 1”, kindly inform this Embassy (FAX 6733 2957) using the attached registration form by fax by 12:00 noon on May 3.
【Events set 1】 Press Conference by Minister Kitagawa and the Signing Ceremony of Joint Statement on Tourism Exchange between Japan and Singapore

(1) Press Conference by Minister Kitagawa
Time: May 4 (Thu) 18:00-18:30
Venue: Four Seasons Hotel, Crescent Room A (2nd floor)
Format: Press announcement, Q&A session
Still and TV shooting throughout
Content: Mr. Kitagawa will comment on his meetings with the President, the Minister of National Development and the Minister for Transport. He will also speak on the promotion of Tourism Exchange between Japan and Singapore including “Tourism Exchange Year 2006” and the opening of the JNTO Office in Singapore.
Press gathering time: May 4 (Thu) 17:50, at Crescent Room A

(2) Meeting with Dr. Vivian Balakrishnan, Minister for Community Development, Youth and Sports, and Second Minister for Trade and Industry
Time: May 4 (Thu) 18:30-18:45 (immediately after the press conference)
Venue: Four Seasons Hotel, Crescent Room B
Press Coverage: Still and TV shooting only at the outset
Content: Ministers will exchange their views on the promotion of tourism between Singapore and Japan
Press gathering time: May 4 (Thu) 18:25 at front of Crescent Room A (press conference room)

(3) Signing Ceremony of Joint statement on “Japan-Singapore Tourism Exchange”
Time: May 4 (Thu) 18:45-18:55
Venue: Four Seasons Hotel, Crescent Room A (press conference room)
Press coverage: Still and TV shooting throughout
Content: Mr. Kitagawa and Dr. Balakrishnan will sign the joint statement on the tourism exchanges between Japan and Singapore.
Press gathering time: May 4 (Thu) 18:40 at press conference room

(4) Reception to celebrate the “Japan-Singapore Tourism Exchange Year”
Time: May 4 (Thu) 18:30-20:30 (Guest of Honor to arrive around 18:55)
Venue: Four Seasons Hotel, Four Seasons Ballroom
Press coverage: Still and TV shooting throughout
    Interview of Minister KITAGAWA (from 19:30 to 19:40)
Contents:
    - Speech by Mr. Kitagawa and Dr. Vivian Balakrishnan
    - Appointment ceremony for Mr. Dick Lee, Goodwill Ambassador for Tourism Exchange
    - Japanese style Toasting
    - Speech by Mr. Nakamura, President of JNTO followed by introducing the staff at JNTO Singapore office.
    - Performance and Presentations
        Demonstrations of traditional Japanese performing arts
        Exposition on famous tourist sites in Japan (Hokkaido)
Press gathering time and place:
    Anytime after the signing ceremony (Press who want to attend interview session from 19:30, please gather at 19:25 at entrance of Four Seasons Ballroom)

【Contact Person for Event set 1】
Registration for press coverage:
    Mr. Tomoya Kobayashi, Second Secretary, Public Relations and Cultural Section, Embassy of Japan    Tel.: 6830-3582    Fax: 6733-2957
Inquiries about the events:
    Mr. Tomohito Takeuchi, First Secretary, Embassy of Japan
    Tel.: 6830-3523    Fax: 6733-1039

【Events Set 2】 Visit Japan Campaign Outdoor Events
(1) Yokoso! Japan Street Fiesta 2006
Dates: May 4 (Thu) 15:30-17:00
        May 5 (Fri) 13:00-20:00
        May 6 (Sat) 13:00-20:00
        May 7 (Sun) 13:00-19:00
Venue: The Atrium @ Orchard outdoor tent
    * Open area in front of the Plaza Singapura Shopping Center
Press Coverage: Still and TV shooting throughout

Events:
- Stage show by popular Japanese character “Hello Kitty”
- Demonstration of Japanese tourism, culture and traditional performing arts
- Lucky Draw for a round-trip air ticket to Japan
- Package tours and advice by major Japanese and Singaporean travel agencies on visits to Japan.

Organizer: Visit Japan Campaign Headquarters

(2) Opening Ceremony for the JNTO Singapore Office (tape-cutting ceremony)
Prior to the event above, a ceremony to mark the opening of the JNTO, tourism promotion office will be held. For tape-cutting ceremony, Minister KITAGAWA, and other VIPs will attend.

Date : May 4 (Thu) 15:30-16:00
(Arrival time of Minister and other VIPs: 15:30)
Venue : Atrium @ Orchard (same venue as Event (1) above)
Press coverage: Still and TV shooting throughout
Press gathering time: May 4 (Thu) at 15:20

【Contact Person for Event set 2】
Registration for press coverage and Inquiry:
Mr. Ishizaki, Director of the JNTO Singapore Office
Tel.: 6223-8205    Fax: 6223-6035
To: Embassy of Japan (FAX 6733 2957)

Press Registration Form (for Events Set 1)

*for Events Set 2 (outdoor events), please fill out the form next page and fax it over to JNTO directly.

Name of Company: ____________________________________________

Number and Name of reporters __________________________________

Camera (Please check)  Still  □  TV  □

Coverage (please check)
(1) Press Conference by Minister KITAGAWA □
(2) Bi-lateral Meeting with Minister Dr. Vivian Balakrishan □
(3) Signing ceremony of the joint statement □
(4) Reception for “Japan-Singapore Tourism Exchange Year 2006” □

* For security reasons, upon your arrival, please state your company name to the receptionist at the foyer of Four Seasons Ballroom. (This reception desk will open from 17:30 to 19:00)

【Contact Person for Event set 1】
Registration for press coverage:
Mr. Tomoya Kobayashi, Second Secretary, Public Relations and Cultural Section, Embassy of Japan Tel.: 6830-3582 Fax: 6733-2957

Inquiries about the events:
Mr. Tomohito Takeuchi, First Secretary, Embassy of Japan
Tel.: 6830-3523 Fax: 6733-1039
To: Japan National Tourist Organization
(FAX 6223 6035)

Press Registration Form (for Events Set 2)

Name of Company: ___________________________________________________________

Number and Name of reporters _____________________________________________

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Camera (Please check)  Still □  TV □

Coverage (please check)
(1) Yokoso! Japan Street Fiesta 2006 □
(2) Opening ceremony for the JNTO Singapore Office □
   (tape-cutting ceremony)

* For security reasons, upon your arrival, please give your company name to the Reception Desk at Atrium @ Orchard.

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Registration for press coverage and Inquiry:
Mr. Ishizaki, Director of the JNTO Singapore Office
Tel.: 6223-8205    Fax: 6223-6035